

Available online at www.sciencedirect.com ScienceDirect

Energy Procedia 5 (2011) 879–883

Energy
Procedia

IACEED2010

Study on Development Path of Shandong Sports Industry from the Perspective of Low-carbon Economy

Feng Bing^{*}*Shandong University of Finance, No.40 Shungeng Road, Jinan ,250014, China*

Abstract

In the context of universal concern of low-carbon economy, development of sports industry seems increasingly important. Based on the analyses of Shandong sports industry structure, its development environment and advantages of its geography, fundamental conditions, the human resource and humanistic environment, sports achievement and infrastructures, tips on the development of Shandong sports industry in low-carbon economy are offered.

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Selection and peer-review under responsibility of RIUDS

Keywords: Low-carbon; Shandong; Sports Industry; Path

1. Introduction

Low-carbon economy, as a fresh economic model, is based on the low energy consumption, low pollution and low emission. Its essence lies in the efficient utilization of energy, the development of clean energy and green GDP and its nucleus is aimed at innovating the energy technology and emission reduction technology, optimize and update the industrial structure, and innovate the systems and transform the concept of human existence fundamentally [1]. Sports industry belongs to low-carbon economy and green economy. The development of sports industry in developed countries shows that sports industry is a sun-rising industry and emerging industry possessing infinite business opportunities. Certain numbers of economists and sociologists predict that with the new round of universal adjustment of industrial distribution, sports industry will be one of the four big industries. Thus, developing the sports industry will play a significant role in adjusting and optimizing the industrial structure and transforming the economic development model of Shandong Province.

^{*} Corresponding author. Tel.: 011-86-531-82911132; fax: 011-86-531-82911132.

E-mail address: fb@sdfi.edu.cn.

2. Current situation of Shandong industrial structure

Industrial structure in Shandong Province is irrational. Till 2009, GDP in Shandong reached 3380.53 billion RMB, an increase of 11.9% over the same period of last year with the ratio of three main industries 9.6: 56.3: 34.1, in which 322.66 billion added value was achieved in the first industry, an increase of 4.2%; 1903.50 billion added value was achieved in the secondary industry with an increase of 13.7%; in the third industry, the added value of 1154.37 billion added value was achieved, an increase of 10.7%. The economic aggregate makes 10.08% in China. Among the top 10 economic provinces in China, the second industry of Shandong Province ranks the first place, covering 56.3%. However, the third industry falls behind relatively with the percentage merely 34.1%. The over-development of the second industry and the backwardness of the third industry show that the economic development in Shandong province are mainly focused on chemical industry, the energy consumption mainly on fossil energy and the relative backwardness of new energy industry[2]. To develop the energy industry entails Shandong province to improve the current irrational situations from over-reliance on the second industry to co-reliance on the second and the third industries, to lift the weight of the third industry including the sports industry steadily and to optimize and update the industrial structure finally.

3. Developing environment of sports industry

Seen from abroad, in the last 1990s, sports industry has been among the top 10 backbone industries in western developed countries' GDP. In contrast, sports industry in China is still on the initial stage of development, with enough space to be improved. Sports consumption per capita in Europe and America is 300 to 500 US dollars and no more than 100 RMB in China, over 30 times gap produced. Sports industry contributes about 11% to the national economy in America and in China merely 0.7%, with over 15 times gap produced.

Seen from home, in 2009, 10 industrial adjustment and industrial reinvigoration layout plans were formulated in succession and in 2010, 'Guidance on Accelerating the Development of Sports Industry' was issued by General Office of the State Council, which directed the industrial reinvigoration to the sports industry on behalf of the soft strength in national economic development. With the approval of 'National Sports Industry' in Le Ling in Shandong Province, there has been 5 sports industrial bases in Chengdu, Shenzhen, Jinjiang and Beijing Longtan Lake. With the industrial adjustment and people's living standard improving in Shandong Province, sports industry possesses a huge market for social requirement and has the basic capacity to build up the national economy.

4. Development advantages of Shandong sports industry

4.1. Geographical advantages

Shandong Peninsula lies in the west of Yellow Sea, Japan and South Korea in the east across the sea, Beijing, Tianjin and Tangshan in the west, Yangtze River Delta in the south and Liaodong Peninsula in the north. It is the eastern outlet of the Eurasian Continental Bridge and circle center of the Northeast Asian Economic Zone, thus enjoying geographical advantages. Shandong Province, the nearest province to Japan and South Korea in China, enjoys a good bond with Japan and South Korea, and plays the roles of joint, antecedence and main channel in trade cooperation and cultural exchanges with Japan and South Korea.

In addition, Shandong Province is adjacent to Binhai New Zone in Tianjin, and if it can make full use of the opportunity of the all-round development and construction of Binhai New Zone and establish the close relationship with this new zone and organic connection between industries, it will optimize and update the industrial structure of Shandong Sports, and plays the real significance in developing sports industry. Meanwhile, the development of effective ecological economic zone of Yellow River Delta has been put into the national strategic plan, providing valuable opportunity for the development of Shandong Sports industry[2].

4.2. Fundamental conditions of sports industry

On August 11th in 2010, ‘National Sports Industry’ in Le Ling in Shandong Province was approved and became the 5th national sports industry base in succession of Chengdu, Shenzhen, Jinjiang and Beijing Longtan Lake. With distinctive characteristics, high degree of industrial concentration, and apparent role of key enterprises especially in terms of building the service platform, technological innovation, brand marketing and enterprise management, Le Ling sports industry has accumulated mature experience and plays the model and leading role for the development of sports industries in other regions in Shandong Province[3]. In 2009, the sale income of 10 billion RMB was achieved in sports industries in Le Ling.

4.3. Advantages of human resources and humanistic environment

The key to developing sports industry is scientific and technological research, development and innovation. Good human resources and humanistic environment act as the important foundation of scientific and technological progress. As a large educational province, Shandong Province gathers the first-class social resources. Taishan Sports Industry Group cooperated successively with Chinese Academy of Sciences, East China University of Science and Technology and Shandong University to establish 3 research and development center of sports industry. The artificial lawn drawings, carbon nano-game bars, electric pole vaults and i-dong popular on-line athletic fitness products independently developed take the lead internationally and were awarded ‘Cooperative Innovation Outstanding Contributions’ by the provincial government. In 2010, Shandong Science and Technology Bureau approved the Taishan Group to establish the first province-level engineering research center of sports products. This center will provide the source technology to the sports product industries nationwide through breaking through the bottleneck restraint of key technology, independent innovation and promoting the building of innovative system. The research center will accelerate the development of sports industry of Shandong Province and China.

4.4. Brilliant sports achievement

In 2010, Luneng Taishan Football Team won the championship in succession of the championship of men’s team and women’s team in the tennis tournament, U17 national football championship and the championship of the reserve league. Luneng sports achieved the unprecedented ‘grand slam’. On December 24th, 2010, in the final of the international chess championship, the prodigy aged 16 Hou Yifan from Shandong Province defeated her teammate Yuan Lupei through lightning and won the women’s crown, becoming the youngest woman champion in the history of international chess.

4.5. Perfect facilities in basic sports

From 2006 to 2009, governments at all levels and the society invested over 5 billion RMB to the popular fitness programs and in these 4 years, the amount of the newly-built popular fitness facilities is more than the sum of those in the past 10 years. There are over 1000 newly-built fitness programs. Sports fitness programs for farmers has covered 32900 villages with 41% coverage, in which Jinan and Weihai make up more than 95%[4].

5. Development Path of Shandong Sports Industry

5.1. Accelerate the study on related issues of sports industry

The sports industry shall be developed in the context of the provincial industrial adjustments and economic transformations, making it a significant issue and concentrating the main force to study it[5]. Through the understanding of the development trend of sports industry, gain more insight into the sports industry policies, lay out the working ideology, main objectives, development keys, policies and measures, Strengthen the cultivation and technological innovation of sports industry, accelerate the establishment of the sports industry statistics and assessment index system and try every means to increase the weight of sports industry in the entire economy, based on which sports industry shall be integrated to the whole national economic and social development of the 12th five-year plan.

5.2. Intensify the support to the sports industry and create a loose policy environment

As a new-rising industry, sports industry enjoys the economic externality and relies heavily on the policy support from the government. Therefore, sports industry shall be supported and funded in terms of credit, taxation, land use, technological equipment and marketing. Besides, intensify the support from the country and the province. With the issuing of 'Revival Plan', National Development and Reform Commission and Ministry of Finance will provide considerable funding support and this kind of opportunity shall be seized. Support from the State Sport General Administration shall be strived for based on the high-level sports reserve bases and brands of Olympic Games championship[6]. Seize the chance of transforming the economy in resource-exhausted cities and strive for the functional positioning, project approval and initiation, introduction and preferential policies of sports industries in several regions of Shandong Province by the national relevant departments. Seize the chance of pilot planning of low-carbon economy, coordinate the provincial relevant departments to develop the sports industry.

5.3. Boost the building of leading enterprises, introduce the superior sports enterprises and promote the rapid development of sports manufacture

Boost the building of the leading enterprises such as Taishan Sports Industry Group and Impulse Group and attract the sports products manufacturers from the eastern developed provinces to invest in Shandong Province. Initiatively undertake the shift of sports products manufacture in Yangtze River Delta and Pearl River Delta and develop the sports product manufacturing bases. Through the preferential policies in land use, rent and taxation, attract the sports businessman to station and make efforts to build the manufacturing and wholesale base covering sports clothes, sports equipment and sports products. Give full play to sports celebrities to realize the powerful alliances by sponsorship and endorsement between the sports product manufacturing industries and the world champions.

5.4. Strive to host the high-level sports event and activate the competitive performance market

Just like the investment attraction, encourage every city to bid for the large-scale international and national sports event and sports performances to propagate the cities and build up their reputation. Based on the overall layout and loading capacity of the economic and social development in Shandong Province, attach more importance to the building of large-scale comprehensive sports stadiums and sports training bases, laying foundation for the introduction and hosting of the international and national sports event, and activating various competitive performance markets. Implement the sports competition, sports performance and sports fitness, lead the masses to increase their sports consumption and to broaden the domestic demand[6]. Excavate the resource potentials, seek cooperation between parties, build the competitive, touring an recreational sites to carry out sports activities, including floating, climbing, golf, cycling, rock-climbing, forest crossing and risks, and develop the characteristic sports traveling market[4].

5.5. *Cultivate the sports agency actively and enhance the management*

Pay more attention to the building of the broker group and cultivate a number of active sports brokers armed with economy and sports knowledge. Study the market demand and consumers' consumption psychology on vacation, integrate the current sports resources to carry out various activities which will attract the people on vacation to attend fitness, recreation and recreational sports. Encourage the society to build sports fitness sites, encourage the openness of sports facilities in companies and schools, endow the parks with sports functions, increase the sports facilities and maximize the utilization of stadiums. Carry out the new programs continuously to meet consumers' different requirements in different phases. For different groups and requirements, hold the proper training classes and enhance the consumers' fitness skills [7]. Attach importance to the development of the sports invisible asset, commercialize the competitive performances, encourage the society to host sports events or sponsor the sports events in the name of sponsorship, licensing, assignment or exclusive sales to provide a propagation channel to build up the companies' image, which will activate the development of related medium, advertisement and sponsoring business, enabling it to be a new growth points in the economic development of Shandong Province.

Acknowledgements

This thesis would have been incomplete without the help and direction of my colleges Fu Yukun, Wang FengXia, Wang Meng and the supports of my friends and family members.

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